



NASDAQ: FIZZ

For Immediate Release

Contact: Office of the Chairman, Grace Keene

NATIONAL BEVERAGE HONORS THE KIDS OF ST. JUDE . . .

Fort Lauderdale, FL . . . December 16, 2013 – National Beverage Corp. (NASDAQ: FIZZ) is once again embracing the opportunity to give all children . . . a *fighting chance* – with more than hope – this holiday season! Through the purchase of St. Nick’s soft drinks and juices, consumers will further the cause of St. Jude Children’s Research Hospital®. St. Nick’s holiday drinks were specifically developed by National Beverage more than two decades ago with the mission of helping to find cures for children with cancer and other deadly diseases through pioneering research and exceptional care by St. Jude Children’s Research Hospital.

National Beverage is once again an official partner in the St. Jude ‘Thanks and Giving’ campaign, a holiday tradition with a simple call to action: Give thanks for the healthy kids in your life, and give to those who are not. The unique St. Jude ‘Thanks and Giving’ logo is prominently displayed on St. Nick’s holiday drinks.

St. Nick’s offers delicious *Snowflake Orange, Candy Cane Cola, Frosty Red Grape* and *Holiday Punch* flavors in eight-ounce cans. Refreshing holiday tastes are also featured in various ‘St. Nick’ flavors of Shasta, Faygo and Everfresh drinks.

“Far too many of us have been shocked to hear the feared diagnosis – *cancer* – a devastating word that forever impacts our lives. What greater injustice and heartbreak is there than a parent learning his own child has been diagnosed with this dreaded disease?” queried Nick A. Caporella, Chairman and Chief Executive Officer. “It is up to each of us to give parents and their precious children . . . *HOPE* – hope that the very next treatment is the one that will save a life. As we enter our third decade of supporting the compassionate and ‘miraculous’ efforts of St. Jude, National Beverage holds dear our treasured responsibility of providing a hope-filled ‘future’ to the children of St. Jude,” concluded Caporella.

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To further aid St. Jude Children's Research Hospital in its lifesaving mission and to promote donations, National Beverage has again placed a full-page ad in *USA Today* that features the work of St. Jude. In addition to purchasing St. Nick's drinks, consumers can make donations online at www.stnicks4stjude.com or by calling 1-800-4STJUDE.

National Beverage's iconic brands are the genuine essence . . . of America.

"Patriotism" – If Only We Could Bottle It!

Fun, Flavor and Vitality . . . the National Beverage Way



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